

LORENZ DE COCK

WHO AM I?
DISCOVER MY VIDEO
PRESENTATION!



SPONSORSHIP DECK



LORENZ DE COCK
RACING





Name

Lorenz De Cock
born on 28/12/2012

Discipline

Competitive
Karting

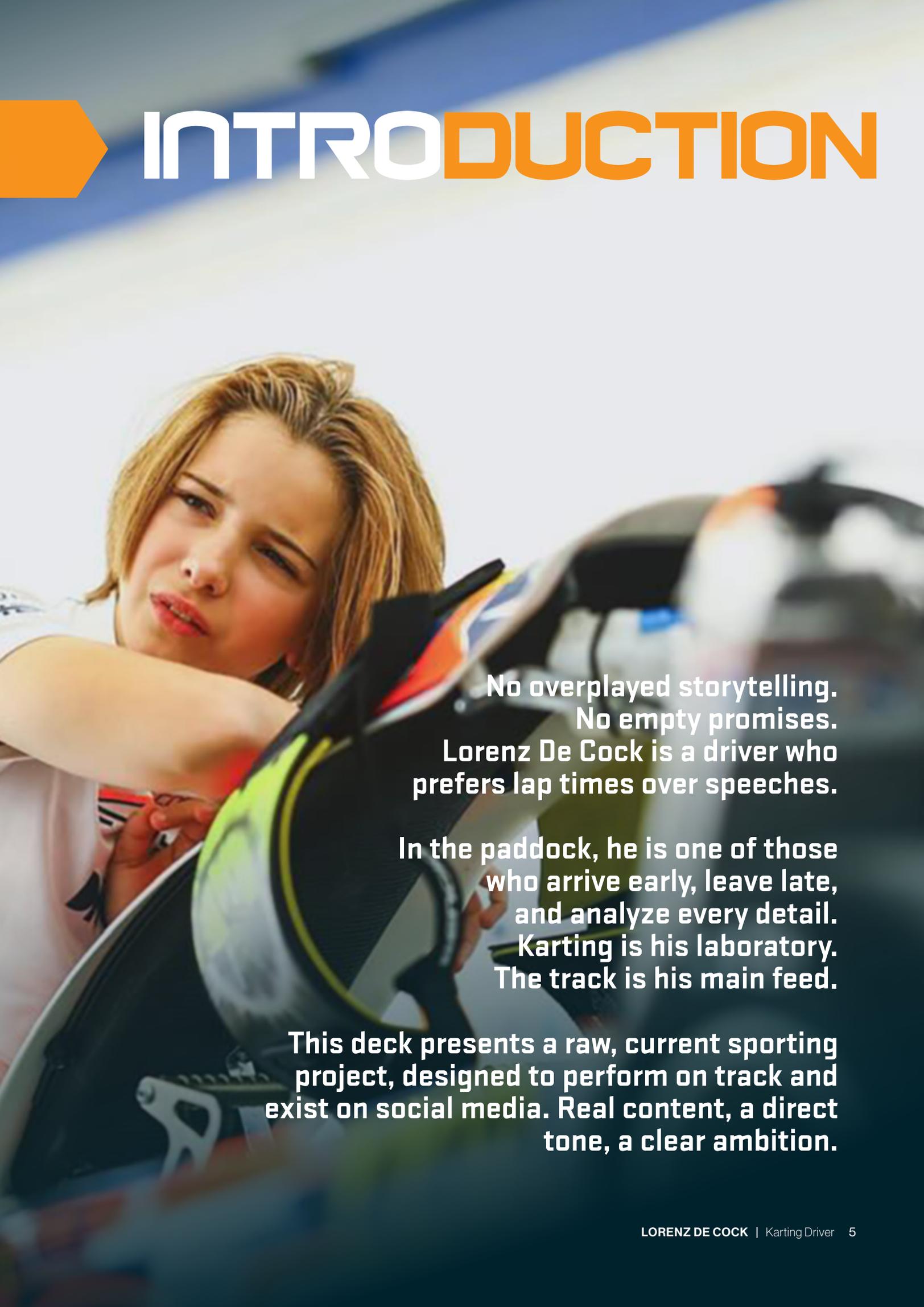
Category

Junior – IAME

Base

Asse – Belgium





INTRODUCTION

No overplayed storytelling.
No empty promises.
Lorenz De Cock is a driver who
prefers lap times over speeches.

In the paddock, he is one of those
who arrive early, leave late,
and analyze every detail.
Karting is his laboratory.
The track is his main feed.

This deck presents a raw, current sporting
project, designed to perform on track and
exist on social media. Real content, a direct
tone, a clear ambition.

THE PROJECT



Vision

Go fast. Build properly. Show the truth.

Karting is the school of motorsport, but also a perfect format to tell a modern human story.

No polished image here: race weekends are shown as they really are. Pressure. Fatigue. Progress.

The Team

1. Management

FIRST SUPPORTERS:



Dad Michaël & Mom Sylvia



The Dog Coco

PHYSICAL COACH:



Kasper Monné

MENTAL COACH:



Jef Brouwers

CLUB & COMMUNICATION COORDINATOR:

Testacoda[®]
Organisations

Lucien Beckers

COMMUNITY MANAGER:



Karim Vidéos

Objectives

- Perform consistently in championships.
- Step up level race after race.
- Build a strong, recognizable identity.
- Develop a coherent, engaging, and active digital presence.



2. Racing Team

FUSION MOTORSPORT IS THE MOST SUCCESSFUL BRITISH KART RACING TEAM IN HISTORY, WINNING NUMEROUS TITLES ACROSS CADET, JUNIOR AND SENIOR KARTING CLASSES.

The team has tasted numerous race and championship winning success on the British, European and the World Championship stage - the pinnacle of the sport.

We compete in numerous championship across the UK, Europe and all over the World.

Ranging from Club Level Racing, all the way up to CIK-FIA World Karting Championship Events and everything in between.



CAREER AND RESULTS





Behind every result

are hours of setup work, video analysis, and self-questioning.

This project moves forward through effort, not luck.



IAME Minis and Rotax Kart 2023-2024

4th	IAME Series Benelux overall Minis	2024
1st	IAME Series Benelux Mariembourg overall win	2024
1st	IAME Series Benelux Mariembourg pole position	2024
8th	IAME Series Benelux overall Minis	2023
1st	NK IAME Mariembourg pole position	2023
4th	NK IAME overall Minis	2023
3rd	NK IAME Mariembourg	2023
3rd	IAME Series Benelux Ostricourt	2023
7th	IAME Series Benelux overall Rookies	2022



IAME X30 Junior 2025

5 podiums Rookie Junior during the season!

P12	Overall Junior IAME X30 Benelux
P2	Overall Rookie Benelux
P20	World Championship Valencia

2026 season – IAME X30 Junior

IAME series Benelux 2026:

R1	Mariembourg 25-29th MARCH
R2	Ostricourt 01-03rd MAY
R3	Genk 24-26 July
R4	Genk 21-23rd AUGUST
R5	Mariembourg 25-27th SEPTEMBER

IAME Euroseries 2026:

Wintercup Valencia Spain. February 12-14, 2026	
Round 1:	Zuera, Spain from March 11–14, 2026
Round 2:	Franciacorta, Italy from April 15–18, 2026
Round 3:	Wackersdorf, Germany from June 24–27, 2026
Round 4:	Genk, Belgium from August 26–29, 2026

AUDIENCE AND VISIBILITY



Social Media



TikTok

2114 followers.

Onboard, trends, behind-the-scenes

Facebook

393 followers.

<https://www.facebook.com/lorenzdecockracing>



Website

www.clublorenzdecock.be

YouTube

[https://youtube.com/](https://youtube.com/@lorenzdecock28)

[@lorenzdecock28?si=_ze-dYIPHc_kUbuX](https://youtube.com/@lorenzdecock28?si=_ze-dYIPHc_kUbuX)

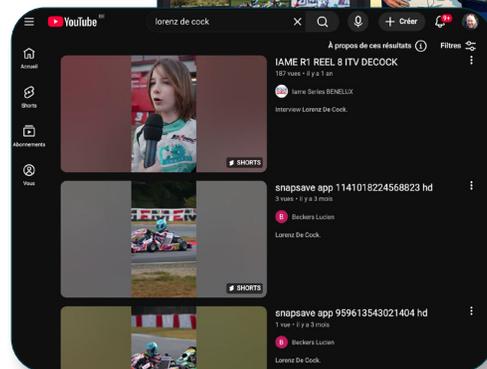
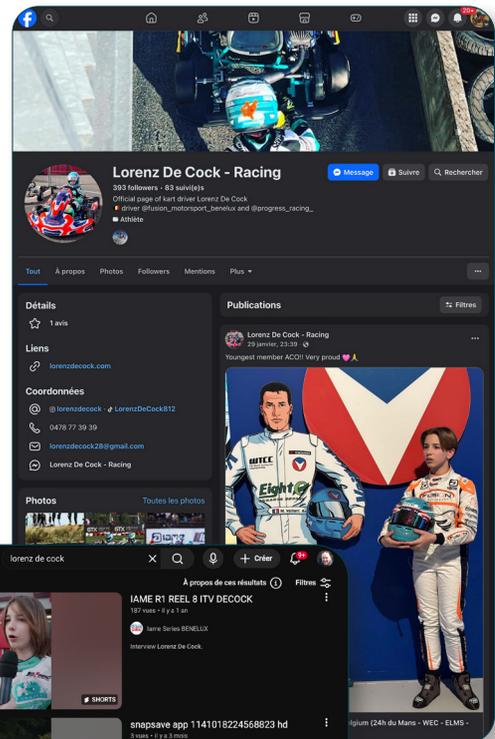


Instagram

13k followers.

Reels, paddock stories, race day.

https://www.instagram.com/lorenzdecock?igsh=dmZvNWh4MG04d3Jr&utm_source=qr





Here, no fixed dream is sold.
A progression is documented
in real time.

The Club

The club brings members together in person for various events:

- Track sessions with coaching from Lorenz.
- Exclusive film screenings (24h of Le Mans).
- Trips to races (Benelux and Europe).
- Invitations to show openings (Interclassics, auto shows, racing shows).
- Guided visits (Autoworld, D'Ieteren Gallery, etc.).
- VIP invitations to races (WEC, ELMS, 24h of Spa).
- Etc.

Community

- Young, passionate, ultra-connected.
- Sensitive to authenticity and real-life experience.
- Interested in performance, mechanics, and racing culture.

Here, no fixed dream is sold. A progression is documented in real time.
To consider: collaboration with an influencer for content distribution.

www.clublorenzdecock.be

CLUB LORENZ DE COCK

WELCOME ABOUT LORENZ LORENZ'S ACHIEVEMENTS NEWS PROGRAM RACES 2024 MEMBERS PAGE GALLERY CONTACT

To see the "making of" from the video presentation of Lorenz at Autoworld, [click here!](#)

Lorenz will open the next season at the White Cinema – Docks Brussels - on the 5th February at 7pm – Inscriptions on club.aco.belgium@gmail.com

Q/A

How much cost the membership?

Supporter 150€/year - Silver Member 250€/year - Gold Member 1500€/year
Please visit the [Members Page](#) to discover the benefits of the various membership options

What events are planned for 2026?

Can I book a private event?

Who are we?
Club Lorenz De Cock is a meeting place for karting enthusiasts in Belgium. We are dedicated to providing our customers with an exceptional racing experience.
"Club Lorenz De Cock gave me an incredible karting experience. The facilities are first class and the team is passionate. I highly recommend it!"
Jean Dupont

CONTACT US

AGP BENTLEY FUSION DE COCK MOTO GARDNER MOTO GARDNER



WHY SPONSOR LORENZ DE COCK?

Because audiences have changed. And so have the rules.

- **Authenticity + Gen Z:**

An audience that detects fake content in two seconds and follows Lorenz for his real progression.

- **Adaptable content:**

Your brand appears naturally in modern, viral video formats. Products are integrated in a real, credible context.

- **Story building:**

The sponsor is not just a logo. You are part of every episode of the season. You support a driver in construction, meaning a story that evolves.

No forced placements. No dead communication. Just content that keeps moving.

Lorenz is surrounded by a professional structure ensuring the project's seriousness, including:

- **A high-level technical team.**
- **A physical coach.**
- **A mental coach.**
- **A development, marketing, and communication unit.**

SPONSORSHIP PACKAGES



Bronze

Bronze Pack

> IN THE GAME

- Logo on kart / equipment.
- Regular mentions on social media.
- Visibility during race weekends.



Silver

Silver Pack

> IN THE FLOW

- Bronze Pack +.
- Dedicated content (reels, stories, onboard).
- Tagging, mentions, and natural brand integration.



Gold

Gold Pack

> FULL SEND.

- Main partner
- Maximum on-track and digital visibility.
- Co-creation of content, activations, original formats.

**Packages are flexible.
Algorithms are unpredictable.
Motivation is constant.**

Optional “à la carte” activations can be added for more flexibility.

MEDIA KIT

PROPOSED CONTENT FORMATS

Key Platforms



INSTAGRAM

Reels, stories, carousel posts.
Objective: visibility, immersion, engagement.



TIKTOK

Short videos, onboard, racing-adapted trends.
Objective: reach, discovery, virality.



FACEBOOK

Live videos, photo reports, stories.
Objective: allow followers to be part of the race.



YOUTUBE

Recaps (edits), interviews (Lorenz, coaches, mechanics, parents, partners).
Objective: overall image.



WEBSITE

www.clublorenzdecock.be

Visual Formats

REELS / SHORTS (15-45 S)

- Race starts, overtakes, battles.
- Race weekend recaps.
- Before / after race.

ONBOARD CAMERA

- Fast laps.
- Racing lines, braking, acceleration.
- Raw immersion: engine, vibrations, pressure.

RACE DAY STORIES

- Arrival at the circuit.
- Driver and kart preparation.
- Post-session debrief, no editing



Sponsor Integration

- Logo visible on kart, helmet, suit
- Natural mentions and tags
- Products present in the driver's daily routine

(Content stays credible, never forced. Performance first.)

CONCRETE REEL EXAMPLES

Reel 1 – Cold Start



Hook *“No one sees these moments.”*
Idea **Early arrival at the circuit, kart still cold, quiet preparation. Transition to first flying lap.**
CTA *“Season in the making. Follow the evolution.”*

Reel 2 – Onboard Full Focus



Hook *“45 seconds. Zero room for error.”*
Idea **Onboard lap with no music, only engine sound and breathing. Lap time shown at the end.**
CTA *“Ready to ride with us?”*

Reel 3 – Race Reality



Hook *“Not everything goes as planned.”*
Idea **Honest recap of a difficult race: start, incident, recovery. On-screen text, fast edit.**
CTA *“Next race, same goal.”*

Reel 4 – Partner Integration



Hook *“This project isn’t built alone.”*
Idea **Natural presentation of a partner in the paddock or workshop, integrated into the race weekend.**
CTA *“Thanks to those who make this possible.”*

Sponsored Formats

- Natural product integration. (equipment, services, brands)
- Contextual mentions and tags, never forced.
- Brand presence within the season’s narrative.

Possible Activations.

- Giveaways
- Promo codes.
- Paddock visits / partner experiences.
- Co-created content.
- Humanitarian actions (underprivileged children).

(Objective: create useful, memorable, and credible visibility).

CONCLUSION

This karting project is designed like a series currently airing. Each race is an episode. Each partner is part of the cast.

If your brand values raw, modern, moving projects, then we can do more than race together. We can tell a story.

Content mockups are adaptable depending on partner, platform, and race calendar.



THEY

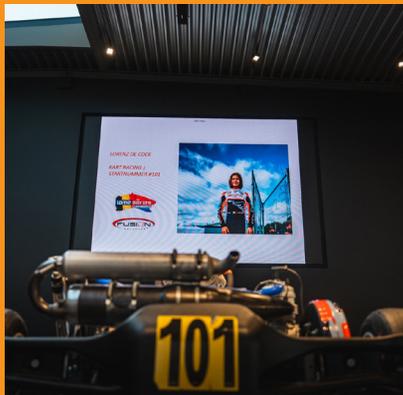
ALREADY
SUPPORT
LORENZ



PORSCHE

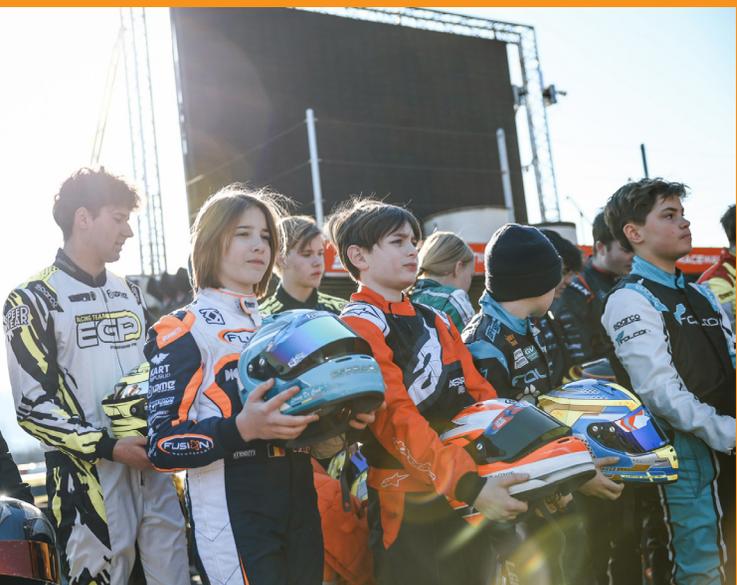
Porsche Centre
West-Vlaanderen

EVENTS



Our team can organise various karting-related events during or outside of Lorenz's races:

- Product presentations.
- Team building.
- Trips abroad.
- Track days.
- Etc.





CONTACTS

Name: **Lorenz De Cock**
Email: **lorenzdecock28@gmail.com**
Phone: **+32 478 77 39 39**

Management/Michaël de Cock :
michael.de.cock@telenet.be

Club – Communication/Lucien Beckers :
testacoda.organisation@gmail.com

Events - Marketing/ Sylvia De Rijck :
sylviaderijck@telenet.be

NR 101



SPONSORSHIP DECK



LORENZ DE COCK
RACING